

# CONTRACT



KOAT  
3801 Carlisle Blvd. NE  
Albuquerque, NM 87107  
(505)884-7777

<u>Contract / Revision</u> 949964 /		<u>Alt Order #</u>
<u>Product</u> Issue		
<u>Contract Dates</u> 10/01/12 - 11/06/12		<u>Estimate #</u> AMAFCA BOND 2012
<u>Advertiser</u> AMAFCA		<u>Original Date / Revision</u> 09/10/12 / 09/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 180.30
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Griffin & Associates  
Attention: David Empey  
119 Dartmouth Dr. SE  
Albuquerque, NM 87106

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	10/01/12	10/19/12	6a A7N More In The AM	6-7a		:30				NM	6	\$7,200.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--				2	\$1,200.00	5.30			
Week:		10/08/12	10/14/12	MTWTF--				2	\$1,200.00	5.30			
Week:		10/15/12	10/21/12	MTWTF--				2	\$1,200.00	5.30			
N 2	KOAT	10/29/12	11/06/12	6a A7N More In The AM	6-7a		:30				NM	4	\$4,900.00
		Class of Time - Fixed Non Pre-emptible											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				2	\$1,225.00	5.30			
Week:		11/05/12	11/11/12	MT-----				2	\$1,225.00	5.30			
N 3	KOAT	10/01/12	10/19/12	Good Morning America	7-9a		:30				NM	6	\$4,800.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--				2	\$800.00	6.10			
Week:		10/08/12	10/14/12	MTWTF--				2	\$800.00	6.10			
Week:		10/15/12	10/21/12	MTWTF--				2	\$800.00	6.10			
N 4	KOAT	10/29/12	11/06/12	Good Morning America	7-9a		:30				NM	4	\$3,400.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				2	\$850.00	6.10			
Week:		11/05/12	11/11/12	MT-----				2	\$850.00	6.10			
N 5	KOAT	10/06/12	10/06/12	Sa A7N Balloon Fiesta	6-9a		:30				NM	1	\$750.00
		Class of Time - Fixed Non Pre-emptible											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$750.00	6.40			
N 6	KOAT	11/03/12	11/03/12	Sa 6a A7N More in the AM	6-9a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$600.00	5.50			
N 7	KOAT	10/14/12	10/14/12	Su A7N Balloon Fiesta	6-9A		:30				NM	1	\$800.00
		Class of Time - Fixed Non Pre-emptible											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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N 8	KOAT	10/28/12	10/28/12	Su 6a A7N More in the AM	6-9a		:30				NM	1	\$600.00																																																																																				
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N 9	KOAT	10/01/12	11/02/12	The View 10-11a	10-11a		:30				NM	6	\$2,700.00																																																																																				
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N 10	KOAT	10/01/12	10/19/12	Ellen 3-4p	3-4p		:30				NM	6	\$2,250.00																																																																																				
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Totals										180.30			41	\$30,000.00																																																																																			

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	27	\$19,000.00	\$16,150.00
10/29/12 - 11/06/12	14	\$11,000.00	\$9,350.00
<b>Totals</b>	41	\$30,000.00	\$25,500.00

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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